

Historic, Archive Document

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THE DOUGHTEN SEED COMPANY

12th near Henderson Street, Jersey City 2, N. J.

. . Imported and Domestic . .

FIELD, LAWN and TURF GRASS SEED

Telephone: JOURNAL SQUARE 2-6133
2-6134

Lawn Seed Mixtures Higher in Price

Kentucky Blue Grass Seed crop of 1948 is about one-half of the 1947 crop.

1948 Red Top Seed production equals smallest crops on record. Available supply of Red Top Seed for the Fall of 1948 and the Spring of 1949 is estimated at 60,000 bags against a normal demand of 200,000 bags.

The Doughten Seed Company will continue to maintain its high quality standards, using adapted lawn seed ingredients in proper proportion pending on the availability of various seed.

Please examine carefully both our wholesale and our suggested retail price lists.

IMPORTANT

There may be a strike of motor truck carriers on September 1st. Send in your Fall seed order now. Buy enough seed for your entire Fall requirements as we may not be able to make shipments in September if there is a strike.

THE DOUGHTEN SEED COMPANY

Dependable Lawn Mixtures

Wire or Write JERSEY CITY 2, N. J.

The Doughten Seed Company gives no warranty, express or implied, as to the productiveness of any seeds it sells, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seeds.

FREEDOM QUALITY LAWN SEED PRODUCTS

High Purity. Minimum of weeds and inert.

LAWN MIXTURE

A Blend of 70% Turf Building Seeds.

Composed of Kentucky Blue Grass, Chewings Fescue, Colonial Bent and Superfine Red Top.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$75.00
25 lb. cotton bags.....	76.00
10 lb. cotton bags.....	77.00
5 lb. cotton bags.....	78.00
2 lb. cotton bags.....	79.00
1 lb. cotton bags.....	80.00



SHADY MIXTURE

A Blend of 65% Shade Resistant Seeds.

This formula is a mixture predominantly of turf Grasses, selected for their ability to produce a beautiful, permanent turf under shady conditions.

Composed of Kentucky Blue Grass, Chewings Fescue, Rough Blue Grass (*Poa Trivialis*), English Perennial Rye Grass and Fancy Red Top.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$75.00
25 lb. cotton bags.....	76.00
10 lb. cotton bags.....	77.00
5 lb. cotton bags.....	78.00
2 lb. cotton bags.....	79.00
1 lb. cotton bags.....	80.00

Prices on Freedom White Clover and Freedom Terrace Mixture listed on page 3.

FAITH LAWN GRASS SEED FOR SUN AND SHADE

FAITH LAWN GRASS SEED

Blended to produce a permanent turf, pleasing in color and texture. Grows rapidly and thrives under adverse weather conditions. Contains a sufficient variety of turf grasses to insure a continuance of color during the heat of summer and cooler days of early fall. Composed of Colonial Bent, Fancy Kentucky Blue Grass, Redtop and Perennial Rye Grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$58.00
5 lb. cotton bags.....	61.00
2 lb. cotton bags.....	62.00
1 lb. cotton bags.....	63.00



FAITH SHADY LAWN GRASS SEED

Blended of well-balanced imported and native grasses, tolerant of the shade. This mixture can be depended upon to produce a beautiful lawn under all average shade conditions. Composed of Kentucky Blue Grass, Chewings Fescue, Rough Bluegrass (*Poa Trivialis*), Redtop and Rye Grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$58.00
5 lb. cotton bags.....	61.00
2 lb. cotton bags.....	62.00
1 lb. cotton bags.....	63.00

1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container

TWO FAME QUALITY SUNNY LAWN MIXTURES

FAME QUALITY SUNNY With White Clover

This blend of native grasses grows rapidly, producing a pleasing turf. Gives excellent results on both good and poor impoverished soils. Composed of Kentucky Blue Grass, Redtop, Chewings Fescue, Common Rye Grass, and White Clover.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$47.00
5 lb. cotton bags.....	50.00
2 lb. cotton bags.....	51.00
1 lb. cotton bags.....	52.00



FAME QUALITY SUNNY Without White Clover

In this mixture Kentucky Blue Grass is substituted for the White Clover, giving a Quality Blend of fine grasses at a moderate price for those who prefer a lawn mixture without clover. Contains: Kentucky Blue Grass, Red Top, Chewings Fescue, and Common Rye-grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$47.00
5 lb. cotton bags.....	50.00
2 lb. cotton bags.....	51.00
1 lb. cotton bags.....	52.00

Fame Shady quoted at top of next page

1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container

ALL QUOTATIONS PER 100 LBS.

RETAIL PRICE LIST

FALL

1 * 9 * 4 * 8



The Doughten Seed Company
151-12th Street - Jersey City 2, N. J.

QUALITY LAWN SEED MIXTURE

Group I. 1 lb. will seed 200 square feet

Permanent turf building mixtures. Composed of seeds 98% pure.
Minimum of weeds and inert matter.

FREEDOM QUALITY PRODUCTS

	Prices are for Quantities Indicated					
	1 lb.	2 lb.	5 lb.	10 lb.	25 lb.	50 lb.
Lawn Seed	\$1.30	\$2.55	\$6.25	\$12.00	\$28.75	\$54.00
Light Soil	1.30	3.55	6.25	12.00	28.75	54.00
Shady Mixture ...	1.30	3.55	6.25	12.00	28.75	54.00
Terrace Mixture ..	1.10	2.15	5.35	10.50	26.00	47.00

FAIR TRADE PRICES of FAITH QUALITY PRODUCTS

The retail prices on Faith Lawn Grass Seed and Faith Shady Lawn Grass Seed as given below are Fair Trade Prices.

	1 lb.	2 lb.	5 lb.	10 lb.	25 lb.	50 lb.
Faith	\$1.00	\$2.00	\$4.95	\$9.60	\$23.50	\$46.00
Faith Shady ...	1.00	2.00	4.95	9.60	23.50	46.00

Retail distributors may give a 15% discount to bona-fide gardeners, landscape contractors and nurserymen.

Group II. 1 lb. will seed 150 square feet

Good mixtures of average quality seeds for developing permanent lawns of fine texture.

Fame	\$.90	\$1.75	\$4.15	\$8.00	\$19.25	\$36.00
Fame Shady90	1.75	4.15	8.00	19.25	36.00
Velva Turf	1.20	2.35	5.75	11.20	27.50	50.00
Permagreen	1.10	2.15	5.35	10.50	26.00	47.00

MIXTURES BLENDED BY DOUGHTEN

Group III. 1 lb. will seed 100 square feet

Quick growing grass seed mixtures.

Prices are for Quantities Indicated

1 lb. 2 lb. 5 lb. 10 lb. 25 lb. 50 lb.

Sunnyside	\$.70	\$1.35	\$3.35	\$6.50	\$15.75	\$28.60
Community Park ..	.60	1.15	2.75	5.35	13.00	23.00
Greendale45	.90	2.20	4.15	10.00	17.50

Group IV. 1 lb. will seed 200 square feet

Special purpose mixtures packed only in 50 lb. bags.

Doughten's Cemetery

or Estate	\$1.30	\$2.55	\$6.25	\$12.00	\$28.75	\$54.00
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Polo or

Athletic Mix. ...	1.10	2.15	5.35	10.50	26.00	47.00
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WHITE CLOVER

1/2 lb. boxes.....\$.75

1 lb. boxes..... 1.40

COLONIAL BENT

1 lb. envelope..... \$1.75

2 lb. bag..... 3.25

5 lb. bag..... 7.50

Faith **Soil Food with Insect Control**

Combination insecticide and fertilizer. Controls Japanese beetles, beetle grubs, cinch bugs, grasshoppers, ants and other soil pests.

50 lb. Bag \$5.00

Faith **Lawn Diet**

The perfect lawn food.

50 lb. Bag \$3.75

Faith **Soil Tester and Guide**

The pocket-size soil tester, exclusive with Doughten.

Each \$1.00



FAME QUALITY SHADY

A competitive shady mixture of Chewings Fescue, Meadow Fescue, Timothy, Perennial Rye Grass, Common Ryegrass, and Redtop.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$47.00
5 lb. cotton bags.....	50.00
2 lb. cotton bags.....	51.00
1 lb. cotton bags.....	52.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

VELVA-TURE "A Quality Product"

Blended without Ryegrass, this mixture has appealed to those who object to this nurse grass. Particularly recommended for the northern areas. Composed of Fancy Kentucky Bluegrass, Fancy Redtop and White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$66.00
5 lb. cotton bags.....	69.00
2 lb. cotton bags.....	70.00
1 lb. cotton bags.....	71.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

PERMAGREEN "The Lawn Supreme"

One of our popular sellers. A splendid mixture producing a bright colored permanent turf, blended without White Clover. Composed of Chewings Fescue, Fancy Kentucky Bluegrass, Fancy Redtop and Common Ryegrass.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$61.00
5 lb. cotton bags.....	64.00
2 lb. cotton bags.....	65.00
1 lb. cotton bags.....	66.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

SUNNYSIDE MIXTURE

Blended to supply those demanding a fair mixture containing Blue Grass at a minimum of cost. Grows rapidly. Composed of Common Ryegrass, Kentucky Bluegrass, Timothy, Redtop, White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$37.00
5 lb. cotton bags.....	40.00
2 lb. cotton bags.....	41.00
1 lb. cotton bags.....	42.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

COMMUNITY PARK

This quick growing mixture is composed of Common Ryegrass, Redtop, Timothy, Fancy Kentucky Bluegrass and White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$30.00
5 lb. cotton bags.....	33.00
2 lb. cotton bags.....	34.00
1 lb. cotton bags.....	35.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

GREENDALE

Blended for "Competitive Purposes." Contains Common Ryegrass, Timothy Redtop and Blue Grass.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$23.00
5 lb. cotton bags.....	25.00
2 lb. cotton bags.....	26.00
1 lb. cotton bags.....	27.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

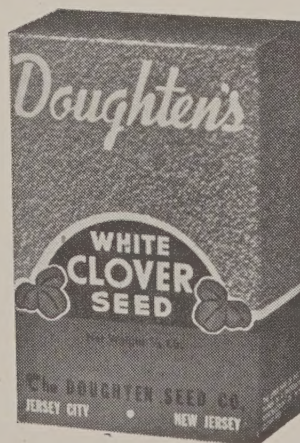
DOUGHTEN'S CEMETERY OR ESTATE FORMULA...
FREEDOM FOR LIGHT SOIL.....
FREEDOM POLO OR ATHLETIC MIXTURE.....
FREEDOM TERRACE MIXTURE.....
SEASHORE SANDY SOIL LAWN SEED MIXTURE...

PACKED	Price Per 100 Lbs.
50 lb. burlap sacks.....	\$75.00
50 lb. burlap sacks.....	75.00
50 lb. burlap sacks.....	60.00
50 lb. burlap sacks.....	61.00
50 lb. burlap sacks.....	61.00

Above four items less than 50 lbs. \$2.00 per 100 lbs. more.

WHITE CLOVER

Packed	Price per 100 lbs.	Container	Price per container
50 lb.	\$72.00	No. 1 24- 1 lb. boxes	\$19.20
25 lb.	73.00	No. 2 24-1/2 " "	10.20
10 lb.	74.00	No. 3 12- 1 " "	
5 lb.	75.00	12-1/2 " "	14.70



FREIGHT

ALLOWED or PREPAID—on Lawn Mixtures—200 lbs. or over—no extra charge—Motor Truck Store Door Delivery—If Available.

TERMS—2% 10 NET 30 DAYS TO ACCEPTABLE ACCOUNTS

SPECIAL ITEMS *—* for additional profits

Faith Soil Food with Insect Control

A new product with CHLORDANE. A fifty percent organic fertilizer (5-9-4) with the new and potent soil toxicant — CHLORDANE. Feeds the soil and controls Japanese beetles, beetle grubs, cinch bugs, cut worms, ants, and other pests in one operation. For lawns and gardens.

Retail Price
\$5.00 per
50 lb. Bag
(40% Dealers Discount)

Faith Lawn Diet

The perfect lawn food. A fifty percent organic fertilizer of a 8-6-4 ratio—high in nitrogen to aid in producing a rich, green turf.

Retail Price
\$3.75 per
50 lb. Bag
(40% Dealers Discount)

Freight paid on shipments of 300 lbs. or more of SOIL FOOD, LAWN DIET or combination of both.

Faith Soil Tester and Guide

A handy gadget designed by and exclusive with The Doughten Seed Company for every gardener's tool kit. Makes an accurate and rapid acid analysis of any soil in two minutes. The handy slide rule interprets the results in terms of necessary soil treatment. For lawns, flowers, shrubbery, and general garden useage. Packed in dozens. Postpaid

Retail Price
\$1.00
Each
(40% Dealers Discount)

DOUGHTEN'S WILD BIRD FOOD

A well balanced nutritious mixture containing Peanut Hearts and Sunflower Seed.

We offer Wild Bird Food in three different packings

Price per 100 lbs.

(1) Packed in 100 lb. Burlap Bag..... \$10.00

(2) Packed in 100 lb. Burlap Bag..... 10.50

Containing 20 5-lb. empty attractive paper bags

(3) Packed in 5 lb. and 10 lb. printed cotton bags, 100 lbs. to a container

5 lb. bag 13.00

10 lb. bag 12.00

WILD BIRD FOOD PRICES

F.O.B. Jersey City

Due to Market changes prices on straight seed will be quoted on request.
We carry a complete line of the following seeds:

Alfalfa	Brome Grass	Corn	Orchard Grass	Sorghum
Alsike	Buckwheat	Fescues	Pasture Mixtures	Soy Beans
Barley	Clovers	Alta	Poa Trivialis	Sudan Grass
Bents	Crimson	Chewings	Red Top	Sunflower
Astoria	Ladino	Creeping Red	Ryegrass	Timothy
Colonial	Red	Meadow	Rye Grain	Vetches
Seaside	White	Milletts		Wheat
Bluegrass	Wild	Oats		
Canada				
Kentucky				